

Operations Committee Meeting December 2021

1200 West 35th St, River Level



Date and Time

Start: 12:00 PM

End: 1:20 PM

Attendance

Jerry Tomas, Daisy Morey, Mary Ann O'Rourke, Kat Tomas, Sari Breslin, Dylan Hoffmann, Jim Jarecki, Glenn Braun, Don Glasell, William Derrah

Action Items

Agenda

1. **Approval of November 2, 2021, Minutes**
2. Operations Chair Report
 - a. **Valerie's proposal for the Eastland in response to issue raised**
 - b. New person has agreed to work on education programs: Sari Breslin
 - c. **Year-end appeal**
 - d. **Budget for 2022**
3. **Communication Committee Report—Mary Ann**
 - b. **Newsletter**
 - c. **Social media**
 - d. **Tourscanner**
4. Collections: Dylan
 - b. Policy updates
 - c. Collection items
5. Membership
6. Store
7. **3rd Fridays—Jim**
 - b. **upcoming speakers will be discussed**
8. **Old Business**
9. **New Business**

Approval of November 2, 2021, Minutes

Kath moved to approve the November minutes as distributed. The motion was duly seconded and passed. *November minutes are ready for posting.*

Operations Chair Report

Valerie's proposal for the Eastland in response to issue raised

Jerry Thomas reviewed Valerie's plan for changing the Eastland exhibit based on Dave Truitt's concerns. He noted that on Open House Chicago there were a lot of people crowded around the film. Valerie proposed to replace the Eastland poster -that replaced the victim photograph

display- with a larger video screen that shows the Eastland movie and a bench in front for people to watch. This screen replaces the smaller screen currently in the exhibit. Mary Ann moved to accept Valerie's proposal. Kath seconded the motion.

Jim Jarecki expressed concern that the space is tight and questioned if there is room for that seating, Jerry reassured Jim that the bench was there for Open House Chicago and there is sufficient space – when that lane is full, people can easily go around the other side of the dive suit. Kath also asked what the optimal viewing distance for the video and if it will create a bottleneck. Jim Jarecki asked if, given the viewing distance, it is worth getting a larger monitor as Valerie proposed or if it should be smaller. While getting the larger one wouldn't be significantly more expensive, Jim worried that it would be overwhelming to visitors. The motion passed.

Sari Breslin –Education programs.

Jerry Thomas introduced Sari Breslin, a new volunteer who has agreed to work on the CMM educational programs. The goal for the museum is to have more things for kids to do, and be more kid friendly. Sari discussed research she has done into what other museums have done in this regard. As examples, she suggested scavenger hunt handouts and inexpensive activities like making a compass with a magnet. Many maritime museums have affiliations with boats, that promote further education programs to encourage kids to pursue an education in maritime fields, which would be good for the kids. Sari noted the importance of creating a safe way for kids in the city to explore the outdoors and landmarks in the city, and this would be a great way to do that, as well as giving them more career options.

Jerry invited Sari to join the planning process of the southern gallery renovations to integrate more kid friendly exhibits. Don Glassell noted that the projector that is being replaced from the Eastland can be used for kid friendly exhibits.

Year-end appeal – Mary Ann reviewed the Giving Tuesday campaign and asked Daisy if any money had come in. Daisy explained that money had been coming in, but that the monthly membership renewal notices went out at about the same time and most of the donations appeared to be renewing memberships, especially since the bulk of CMM memberships are set to renew in the fourth quarter. Daisy confirmed this, reporting that the Giving Tuesday campaign had only a 0.7% click-through rate.

Budget for 2022 -

Jim Jarecki suggested that CMM apply for the National Maritime Heritage Grant. He said it is rarely funded, it's on a tight deadline and we would have 60 days to get it in, and that there are two types of grants: preservation grants and education grants (15-50k). Jerry agreed it would be a good focus and goal to work on, even if we don't get it, and Jim noted that the application would be a good base to use to apply for other grants as well.

Jerry Thomas announced the final number for the festival \$107K and that he has made the budget for the next year based off this. Kath noticed that there wasn't a camera for the store in the budget. Jerry Thomas says that was an oversight and that he will add it to the action item list. The camera is needed at the reception desk, since the person at the desk can't see the museum store.

Communications Committee Report – (Mary Ann)

Newsletter – Mary Ann announced that the newsletter is done and has been sent out.

Social Media – Mary Ann noted Daisy’s work on social media, which is transferring Mary Ann’s Facebook posts on to Twitter and Instagram. Mary Ann suggested ideas to further the Waterways for All mission on social media – such as sharing an article about how the Navy celebrates Hannukah. Mary Ann requested the committee to continue working on diversity and inclusivity: the mission for Waterways for All isn’t over even though the CMMFestival is.

Tourscanner – Mary Ann discussed her idea for CMM to get on the site tourscanner, since it’s a popular way for tourists to plan visits and could increase traffic. Daisy reviewed her research into how to get on tourscanner, which would include paying a one-time \$30 listing fee, which could be for all admission costs or could be for individual admission prices but thought it would be worth it for the site traffic and to provide guests a way to purchase tickets online. Jerry asked Daisy to put together a full proposal including proof of benefits to the museum before deciding.

Collections Report (Dylan)

Policy updates -

Dylan reviewed the MAP visit and that we are waiting for their report. The visit focused on museum collection stewardship, which CMM has been working on despite the flood and lockdown. Dylan expressed gratitude for a new intern, Daniella, and her help three times a week.

Dylan reported that the draft for the collections plan is almost complete and should be ready for the meeting in January. He noted that starting next year, he will start working on deaccessioning items that should not be part of the permanent collection.

Dylan reviewed the museum assessment program plan, that this assessment about collections was one of several needed for AAM accreditation, so hopefully this is leading to AAM accreditation. Mary Ann asked Dylan to tell her the details of AAM accreditation so that when we get it, it can be posted for social media. Dylan promised to send her what he currently has.

Dylan reported that the work outside along the river is being filled with a conglomerate substrate material.

Collection items -

Jerry reviewed the status on picking up the Charlotte Ann spars from Dave Pasquith. Currently, there is no appropriate vehicle/trailer available at a price we want to pay. The spars are in Michigan and require a trailer to move, so it has been difficult to arrange. Kath and Dave have been talking about finding such a trailer, or a person with a trailer.

Jerry reported that we have received 20 books from Captain Dave on a variety of maritime topics. A motion was made and duly seconded to accept these items, which would not be for the permanent collection but could be used for sale or a gift. Kath Thomas thought some of them might be great for the store. Dylan reported that the library has been very popular lately. Several guests have spent hours in there. The books from Captain Dave could be another good addition to the library. He noted one guest who repeatedly asked to check out books and was disappointed that we aren’t currently able to do that. Dylan also reported about putting a free library out by the back benches. It would be nice to have books that aren’t artifacts but could be used that provides a give back and more engagement with the community. Dylan moved to accept the books. The motion was duly seconded and passed.

Bill Derrah asked if we need a camera in the library as well. Bill moved to add a security camera for the library to the budget. The motion was duly seconded and passed.

Membership (Daisy)

Daisy reported that she has sent out this month's renewal letters and has been getting a steady stream of renewals. She has also been working with Mary Ann on a plan to increase membership.

Store (Jerry)

Daisy, Jerry, Faith, and Sarah Metzger are doing reconciliation of store and cash sales. They have done a first pass and are doing a second more detailed reconciliation which will be fed into budget process for 2022, to figure out which items should be ordered for next year and what sold out items should be replaced. Don noted the lack of a current process for adding items to the store. Kath has ideas for the store inventory and intends to plan a meeting for the beginning of next year to discuss the store inventory and processes.

3rd Fridays (Jim)

Upcoming speakers will be discussed

Jim reported that he has lined up several speakers, though he is withholding the names for public disclosure until we get a little closer to the dates. Jim expressed caution for doing hybrid meetings, as he has seen some that have been 'absolute disasters.' He recommended we continue working towards hybrid meetings, as it would increase accessibility for guests and allow for speakers from further away. The consensus was that the next 3rd Friday will be via Zoom.

Old Business

No old business to discuss.

New Business

Mary Ann announced that the US event in the 2022-2023 sailing Grand Prix is going to be at Navy Pier on June 18-19, 2022. She asked the committee if anyone had ideas for how to capitalize off the event. Jerry suggested they work offline to think of ideas.

Motion to adjourn was made and duly seconded. The motion passed.

Meeting adjourned at: 1:20 PM

Submitted by:
Daisy Morey